



WTOV
9 Red Donley Plaza
Mingo Junction, OH 43938

American Media & Advocacy Group
815 Slaters Lane
Alexandria, VA 22314

Contract # 336500
Schedule Dates 10/15/12-10/21/12
Advertiser Pol/Iss/National Rifle Association (13822)
Agency American Media & Advocacy Group (4189)
Product Political - Issue (1068)
Brand NRA (139173)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name MEDIAASSISTANT,AMAG
Phone/Fax /
CPE 137/490/3341
Account Types National/Political
Billing Type Standard
Comments NRA
 ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** NRA

Date Entered 10/11/12
Last Modified 10/16/12
Entered By Sharon Green
CO-OP No
Headline # 06370367
Demo
Order Type Issue - Regular
Package Deal
Commission % 15.00
Commission \$3,952.50
Net Total \$22,397.50
Sales Tax

Steubenville (WTOV)

By Broadcast Month	Spots	Rate
Oct. 2012	31	\$26,350.00
Grand Total:	31	\$26,350.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
5.0	Normal Line / Spot (5)	10/20/12-10/20/12	2	:30	11:30P- Saturday Night Live							3		2	\$350.00	\$700.00	Steubenville (WTOV)	SAT NITE LIVE/5	10/11/12
5.0.1	Closed Preempt (5)	10/20/12															Steubenville (WTOV)	(Manager's) Pre-empt/Spot	
6.0	Normal Line / Sports-Football (6)	10/20/12-10/20/12	2	:30	12P- Big East Football							1		1	\$800.00	\$800.00	Steubenville (WTOV)	BIG EAST FTB/6	10/11/12
7.0	Normal Line / Sports-Football (7)	10/20/12-10/20/12	2	:30	3:30P- Notre Dame Football							1		1	\$1,500.00	\$1,500.00	Steubenville (WTOV)	NOTRE DAME FTB/7	10/11/12
8.0	Normal Line / Sports-Football (8)	10/21/12-10/21/12	2	:30	8:15P- NBC Sunday Night Football								1	1	\$15,000.00	\$15,000.00	Steubenville (WTOV)	SNF: BENGALS V. STEELERS/8	10/11/12
9.0	Normal Line / Spot (9)	10/18/12-10/18/12	2	:30	11:35P- The Tonight Show With Jay Leno					2				1	\$700.00	\$700.00	Steubenville (WTOV)	TONITE SHW/9	10/11/12
9.0.1	Closed Preempt (9)	10/18/12															Steubenville (WTOV)	(Manager's) Pre-empt/Spot	
10.0	Revised Line / Spot (10)	10/18/12-10/18/12	2	:30	12:35A- Late Night With Jimmy Fallon					2							Steubenville (WTOV)	J FALLON/10	10/11/12
10.1	Normal Line / Spot (10)	10/18/12-10/18/12	2	:30	12:35A- Late Night With Jimmy Fallon					2				2	\$100.00	\$200.00	Steubenville (WTOV)	J FALLON/10	10/11/12
11.0	Normal Line / Spot (11)	10/16/12-10/16/12	2	:30	11:35P- The Tonight Show With Jay Leno			2						1	\$700.00	\$700.00	Steubenville (WTOV)	TONITE SHW/11	10/11/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

WTOV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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1.0	Normal Line / Spot (1)	10/19/12-10/19/12	2	:30	11:35P- The Tonight Show With Jay Leno						2				\$700.00		Steubenville (WTOV)	TONITE SHW/1	10/11/12
1.0.1	Closed Preempt (1)	10/19/12															Steubenville (WTOV)	Program Change/Exception	
1.0.2	Closed Preempt (1)	10/19/12															Steubenville (WTOV)	Program Change/Exception	
2.0	Normal Line / Spot (2)	10/19/12-10/19/12	2	:30	12:35A- Late Night With Jimmy Fallon						2				\$100.00		Steubenville (WTOV)	J FALLON/2	10/11/12
2.0.1	Closed Preempt (2)	10/19/12															Steubenville (WTOV)	Program Change/Exception	
2.0.2	Closed Preempt (2)	10/19/12															Steubenville (WTOV)	Program Change/Exception	
3.0	Normal Line / Spot (3)	10/15/12-10/15/12	2	:30	11:35P- The Tonight Show With Jay Leno	2								1	\$700.00	\$700.00	Steubenville (WTOV)	TONITE SHW/3	10/11/12
3.0.1	Closed Preempt (3)	10/15/12															Steubenville (WTOV)	(Manager's) Pre-empt/Spot	
4.0	Normal Line / Spot (4)	10/15/12-10/15/12	2	:30	12:35A- Late Night With Jimmy Fallon	2								2	\$100.00	\$200.00	Steubenville (WTOV)	J FALLON/4	10/11/12

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Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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20.0	Normal Line / Spot (18)	10/21/12-10/21/12	2	:30	11:55:04P- Sports Sunday								1	1	\$350.00	\$350.00	Steubenville (WTOV)	SPORTS SUNDAY/18	10/15/12
21.0	Normal Line / Spot (19)	10/21/12-10/21/12	2	:30	1A- Bones								1		\$50.00		Steubenville (WTOV)	BONES/19	10/15/12
21.0.1	Closed Preempt (19)	10/21/12															Steubenville (WTOV)	Program Change/Exception	
22.0	Normal Line / Sports-Football (20)	10/20/12-10/20/12	2	:30	12:00:04P- Big East Football							1		1	\$800.00	\$800.00	Steubenville (WTOV)	BIG EAST FBALL/20	10/15/12
23.0	Normal Line / Sports-Football (21)	10/20/12-10/20/12	2	:30	3:30:04P- Notre Dame Football							1		1	\$1,500.00	\$1,500.00	Steubenville (WTOV)	NOTRE DAME FBALL/21	10/15/12
24.0	Normal Line / Spot (23)	10/20/12-10/21/12	2	:30	5A- 7A (EST)							1	1	2	\$30.00	\$60.00	Steubenville (WTOV)	SAT-SUN 5A-7A/23	10/15/12
25.0	M/G For 21.0.1 / Spot (19)	10/21/12-10/21/12	2	:30	1:00:04A- Comedy TV								1	1	\$50.00	\$50.00	Steubenville (WTOV)	COMEDY TV/19	10/16/12

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11.0.1	Closed Preempt (11)	10/16/12															Steubenville (WTOV)	(Manager's) Pre-empt/Spot	
12.0	Normal Line / Spot (13)	10/17/12-10/17/12	2	:30	11:35P- The Tonight Show With Jay Leno				2					2	\$700.00	\$1,400.00	Steubenville (WTOV)	TONITE SHW/13	10/11/12
13.0	Normal Line / Spot (14)	10/17/12-10/17/12	2	:30	12:35A- Late Night With Jimmy Fallon				2					1	\$100.00	\$100.00	Steubenville (WTOV)	J FALLON/14	10/11/12
13.0.1	Closed Preempt (14)	10/17/12															Steubenville (WTOV)	(Manager's) Pre-empt/Exception -	
14.0	Normal Line / Spot (12)	10/16/12-10/16/12	2	:30	12:35A- Late Night With Jimmy Fallon			2						2	\$100.00	\$200.00	Steubenville (WTOV)	J FALLON/12	10/11/12
15.0	Normal Line / Spot	10/16/12-10/18/12	2	:30	1:36:04A- Last Call With Carson Daly			1	1	1				3	\$80.00	\$240.00	Steubenville (WTOV)	CARSON DALY	10/15/12
16.0	Normal Line / Sports-Football	10/16/12-10/19/12	2	:30	5:00:04A- News Nine Sunrise	1		X	X	X	X			1	\$500.00	\$500.00	Steubenville (WTOV)	NEWS 9 SUNRISE 5A	10/15/12
17.0	Normal Line / Spot	10/16/12-10/21/12	2	:30	2A- 3:59A (EST)	2		X	X	X	X	X	X	2	\$40.00	\$80.00	Steubenville (WTOV)	OVERNIGHT	10/15/12
18.0	Normal Line / Spot (15)	10/20/12-10/20/12	2	:30	10:00:04A- Sports Saturday							1		1	\$500.00	\$500.00	Steubenville (WTOV)	SPORTS SATURDAY/15	10/15/12
19.0	Normal Line / Spot (17)	10/21/12-10/21/12	2	:30	12:30:04A- Whacked Out Sports								1	1	\$70.00	\$70.00	Steubenville (WTOV)	WHACKED OUT SPORTS/17	10/15/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

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REP HEADLINE# 6370367 TRF# 336500
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 610-225-1191

HARRIS REPORT FROM REP

OCT16/12 14.41

CHANGES

*** WTOV-TV ***

ADV # 13822 ADV. NAME ISS/NRA

REP.# _____ OFF.# 2016 SALESMAN # _____

AGY # 4189 AGY. NAME AMERICAN MEDIA & ADVOCACY GROUP

BUYER NAME AMAG MEDIA ASSISTANT

815 SLATERS LANE

SALES PRSN PH- TERESA DIFURIA

ALEXANDRIA, VA 22314

ORDER # 336500 CONTRACT # 6370367

CLASS: NATL. LOCAL REGIONAL

PRDCT NRA EST# 3341 COMMENTS: (LINE, ORDER, INVOICE) _____

FLIGHT DATES OCT15/12 OCT21/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT16/12 14.41

REP: TO SHARON
FR NIKKI
OK'D M2 SEE LINE 25
TOTAL SAME
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
NRA

CF- 10/16-3⁰⁹P-SKG

REV 10/16-3⁰⁹P-SKG

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL:
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:

AGENCY ADVERTISER CODE = 137
AGENCY PRODUCT CODE = 490

AGENCY EST# = 3341

19	S		100A-200A	30		\$50.00	10/21	10/21	0		SUN	0
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PROGRAM : BONES

RM35-64 : 4.8

ORD COM1: PROGRAM CHANGE. PLZ CF THE VOICE REVISED OFFER. THX SHARON
PART OF A MAKEGOOD MADE UP OF LINES 15-24

25	A		100A-200A	30		\$50.00	10/21	10/21	1		SUN	1
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PROGRAM : COMEDY TV

RM35-64 : 4.8

ORD COM1: PROGRAM CHANGE. PLZ CF COMEDY TV ASAP. THX SHARON
THIS IS A MAKE-GOOD FOR OCT21 ON LINE-19 FOR 1 SPOT/WK

REP: TEL# 610-293-4100

FAX# 610-225-1191

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

HARRIS REPORT FROM REP

OCT16/12 14.41

*** WTOV-TV ***

REP HEADLINE# 6370367

TRF# 336500

\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL :SPTS:
STATION MAKEGOOD OFFERS:												
M2	OK'D		BUY#19									
			MISSED:SUN/100A-200A				OCT21		30S	\$50.00	(OCT16/12)	
			OFFER:SUN/100A-200A				OCT21		30S	\$50.00	PLS ADVISE.	
			CMT:PROGRAM CHANGE.			PLZ CF COMEDY TV ASAP.			THX SHARON			
OCT/12			26350.00									
						CONTRACT TOTAL				26350.00		
						TOTAL SPOTS						31

MARKET TOTALS \$38,188

WTOV 69%

WTRF 17%

WBWO 0%

ETRF 14%

SVC- NSI

DEMOS- RM35-64*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6370367 TRF# 336500
\$\$\$ MOD# 1: APPROVED REV #0 \$\$\$

REP: TEL# 610-293-4100

CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 610-225-1191

HARRIS REPORT FROM STATION OCT16/12 12.49
*** WTOV-TV ***

ADV # 13822 ADV. NAME ISS/NRA

REP.# _____ OFF.# 2016 SALESMAN # _____

AGY # 489 AGY. NAME AMERICAN MEDIA & ADVOCACY GROUP

BUYER NAME AMAG MEDIAASSISTANT

815 SLATERS LANE

SALES PRSN PH- TERESA DIFURIA

ALEXANDRIA, VA 22314

ORDER # 336500 CONTRACT # 6370367

CLASS: NATL. LOCAL REGIONAL

PRDCT NRA EST# 3341 COMMENTS: (LINE, ORDER, INVOICE) _____

FLIGHT DATES OCT15/12 OCT21/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____

DATE OCT16/12 12.49

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NRA
STATION MAKEGOOD OFFERS:

M2	UNRESL	BUY#19	MISSED: SUN/100A-200A	OCT21	30S	\$50.00	(OCT16/12)
			OFFER: SUN/100A-200A	OCT21	30S	\$50.00	PLS ADVISE.
			CMT: PROGRAM CHANGE. PLZ CF COMEDY TV ASAP. THX SHARON				

CONTRACT TOTAL 26350.00
TOTAL SPOTS 31

REP HEADLINE# 6370367 TRF# 336500
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 610-225-1191

HARRIS REPORT FROM REP

OCT15/12 09.50

CHANGES

*** WTOV-TV ***

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ORDER # 336500 CONTRACT # 6370367

CLASS: NATL. LOCAL REGIONAL

PRDCT NRA EST# 3341 COMMENTS: (LINE, ORDER, INVOICE) _____

FLIGHT DATES OCT15/12 OCT21/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT15/12 09.50

REP: TO SHARON
FR NIKKI
OK'D M1 SEE LINES 15-24
TOTAL SAME
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NRA

CF-10/15-11⁰⁰A-SLG

Rev 10/15-9³⁹A-SLG

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL:
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:

AGENCY ADVERTISER CODE = 137
AGENCY PRODUCT CODE = 490

AGENCY EST# = 3341

1	S		1135P-1235A	30		\$700.00	10/19	10/19	0		FRI	0
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PROGRAM : TONITE SHW
RM35-64 : 4.8
CON COM1: TONITE SHW

15	A		1000A-1030A	30		\$500.00	10/20	10/20	1		SAT	1✓
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PROGRAM : SPORTS SAT
RM35-64 : 4.8

ORD COM1: PROGRAM CHANGE. PLZ CF THE VOICE REVISED OFFER. THX SHARON

THIS IS A MAKE-GOOD FOR OCT19 ON LINE-1 FOR 2 SPOTS/WK

THIS IS A MAKE-GOOD FOR OCT19 ON LINE-2 FOR 2 SPOTS/WK

THIS IS A MAKE-GOOD FOR OCT15 ON LINE-3 FOR 1 SPOT/WK

THIS IS A MAKE-GOOD FOR OCT20 ON LINE-5 FOR 1 SPOT/WK

THIS IS A MAKE-GOOD FOR OCT18 ON LINE-9 FOR 1 SPOT/WK

THIS IS A MAKE-GOOD FOR OCT16 ON LINE-11 FOR 1 SPOT/WK
THIS IS A MAKE-GOOD FOR OCT17 ON LINE-14 FOR 1 SPOT/WK

16	A	135A-200A	30	\$80.00	10/16	10/18	3	TU-TH	3 ✓
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PROGRAM : CARSON DALY

RM35-64 : 4.8

ORD COM1: PROGRAM CHANGE. PLZ CF THE VOICE REVISED OFFER. THX SHARON
PART OF A MAKEGOOD MADE UP OF LINES 15-24

17	A	1230A-100A	30	\$70.00	10/21	10/21	1	SUN	1 ✓
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PROGRAM : WHACKED OUT SPORTS

RM35-64 : 4.8

ORD COM1: PROGRAM CHANGE. PLZ CF THE VOICE REVISED OFFER. THX SHARON
PART OF A MAKEGOOD MADE UP OF LINES 15-24

18	A	1155P-1230A	30	\$350.00	10/21	10/21	1	SUN	1 ✓
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PROGRAM : SPORTS SUNDAY

RM35-64 : 4.8

ORD COM1: PROGRAM CHANGE. PLZ CF THE VOICE REVISED OFFER. THX SHARON
PART OF A MAKEGOOD MADE UP OF LINES 15-24

19	A	100A-200A	30	\$50.00	10/21	10/21	1	SUN	1 ✓
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PROGRAM : BONES

RM35-64 : 4.8

ORD COM1: PROGRAM CHANGE. PLZ CF THE VOICE REVISED OFFER. THX SHARON
PART OF A MAKEGOOD MADE UP OF LINES 15-24

20	A	1200N-330P	30	\$800.00	10/20	10/20	1	SAT	1 ✓
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PROGRAM : BIG EAST FOOTBALL

RM35-64 : 4.8

ORD COM1: PROGRAM CHANGE. PLZ CF THE VOICE REVISED OFFER. THX SHARON
PART OF A MAKEGOOD MADE UP OF LINES 15-24

21	A	330P-700P	30	\$1,500.00	10/20	10/20	1	SAT	1 ✓
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PROGRAM : NOTRE DAME FOOTBALL

RM35-64 : 4.8

ORD COM1: PROGRAM CHANGE. PLZ CF THE VOICE REVISED OFFER. THX SHARON
PART OF A MAKEGOOD MADE UP OF LINES 15-24

22	A	500A-530A	30	\$500.00	10/16	10/19	1	TU-F	1 ✓
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PROGRAM : NEWS 9 SUNRISE 5A

RM35-64 : 4.8

ORD COM1: PROGRAM CHANGE. PLZ CF THE VOICE REVISED OFFER. THX SHARON
PART OF A MAKEGOOD MADE UP OF LINES 15-24

23	A	500A-700A	30	\$30.00	10/20	10/21	2	SA-SU	2 ✓
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PROGRAM : SAT-SUN 5-7A

RM35-64 : 4.8

ORD COM1: PROGRAM CHANGE. PLZ CF THE VOICE REVISED OFFER. THX SHARON
PART OF A MAKEGOOD MADE UP OF LINES 15-24

LINE#	REP	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
24	A	200A-459A	30		\$40.00	10/16	10/21	2		TU-SU	2
PROGRAM : OVER NIGHT RM35-64 : 4.8 ORD COM1: PROGRAM CHANGE. PLZ CF THE VOICE REVISED OFFER. THX SHARON PART OF A MAKEGOOD MADE UP OF LINES 15-24											
2	S	1235A-135A	30		\$100.00	10/19	10/19	0		FRI	0
PROGRAM : J FALLON RM35-64 : 0.9 CON COM1: J FALLON											
3	S	1135P-1235A	30		\$700.00	10/15	10/15	1		MON	1
PROGRAM : TONITE SHW RM35-64 : 4.8 CON COM1: TONITE SHW											
5	S	1130P-100A	30		\$350.00	10/20	10/20	2		SAT	2
PROGRAM : SAT NITE LIVE RM35-64 : 5.5 CON COM1: SAT NITE LIVE											
9	S	1135P-1235A	30		\$700.00	10/18	10/18	1		THU	1
PROGRAM : TONITE SHW RM35-64 : 4.8 CON COM1: TONITE SHW											
11	S	1135P-1235A	30		\$700.00	10/16	10/16	1		TUE	1
PROGRAM : TONITE SHW RM35-64 : 4.8 CON COM1: TONITE SHW											
14	S	1235A-135A	30		\$100.00	10/17	10/17	1		WED	1
PROGRAM : J FALLON RM35-64 : 0.9 CON COM1: J FALLON											

REP: TEL# 610-293-4100 FAX# 610-225-1191

REP HEADLINE# 6370367 TRF# 336500 CREDIT ADVISORY: AGENCY CREDIT RISK !!! OCT15/12 09.50
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM REP *** WTOV-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS/WK	:WEEK INVT	:DAYS	:TOTL SPTS
STATION MAKEGOOD OFFERS:												
M1	OK'D		BUY#1 MISSED: FRI/1135P-1235A				OCT19 (2/WK)		30S	\$700.00	(OCT12/12)	
			BUY#2 FRI/1235A-135A				OCT19 (2/WK)		30S	\$100.00		
			BUY#3 MON/1135P-1235A				OCT15		30S	\$700.00		
			BUY#5 SAT/1130P-100A				OCT20		30S	\$350.00		
			BUY#9 THU/1135P-1235A				OCT18		30S	\$700.00		
			BUY#11 TUE/1135P-1235A				OCT16		30S	\$700.00		
			BUY#14 WED/1235A-135A				OCT17		30S	\$100.00		
			OFFER: SAT/1000A-1030A				OCT20		30S	\$500.00	PLS ADVISE.	
			& TU-TH/135A-200A				OCT16 (3/WK)		30S	\$80.00		
			& SUN/1230A-100A				OCT21		30S	\$70.00		
			& SUN/1155P-1230A				OCT21		30S	\$350.00		
			& SUN/100A-200A				OCT21		30S	\$50.00		
			& SAT/1200N-330P				OCT20		30S	\$800.00		
			& SAT/330P-700P				OCT20		30S	\$1,500.00		
			& TU-F/500A-530A				OCT16		30S	\$500.00		
			& SA-SU/500A-700A				OCT20 (2/WK)		30S	\$30.00		
			& TU-SU/200A-459A				OCT16 (2/WK)		30S	\$40.00		
			CMT: PROGRAM CHANGE.				PLZ CF THE VOICE REVISED OFFER.		30S	THX SHARON		
OCT/12			26350.00									
							CONTRACT TOTAL			26350.00		
							TOTAL SPOTS			31		

MARKET TOTALS \$38,188 WTOV 69% WTRF 17% WBWO 0% ETRF 14%

SVC- NSI
DEMOS- RM35-64*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6370367 TRF# 336500 REP: TEL# 610-293-4100 FAX# 610-225-1191
\$\$\$ MOD# 0: APPROVED REV #0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
HARRIS REPORT FROM STATION OCT12/12 15.36 *** WTOV-TV ***

ADV # 13822 ADV. NAME ISS/NRA REP. # OFF. # 2016 SALESMAN #
AGY # 4189 AGY. NAME AMERICAN MEDIA & ADVOCACY GROUP BUYER NAME AMAG MEDIA ASSISTANT
815 SLATERS LANE SALES PRSN PH- TERESA DIFURIA

ORDER # 336500 CONTRACT # 6370367 CLASS: NATL. LOCAL REGIONAL
PRDCT NRA EST#3341 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT15/12 OCT21/12 WK-1
CITY TAX STATE TAX CO-OP BILLING NEEDED

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
CON CM *****

STATION MAKEGOOD OFFERS:
M1 UNRESL BUY#1 MISSED: FRI/1135P-1235A OCT19 (2/WK) 30S \$700.00 (OCT12/12)
BUY#2 FRI/1235A-135A OCT19 (2/WK) 30S \$100.00
BUY#3 MON/1135P-1235A OCT15 30S \$700.00
BUY#5 SAT/1130P-100A OCT20 30S \$350.00
BUY#9 THU/1135P-1235A OCT18 30S \$700.00
BUY#11 TUE/1135P-1235A OCT16 30S \$700.00
BUY#14 WED/1235A-135A OCT17 30S \$100.00
OFFER: SAT/1000A-1030A OCT20 30S \$500.00 PLS ADVISE.
& TU-TH/135A-200A OCT16 (3/WK) 30S \$80.00
& SUN/1230A-100A OCT21 30S \$70.00
& SUN/1155P-1230A OCT21 30S \$350.00
& SUN/100A-200A OCT21 30S \$50.00
& SAT/1200N-330P OCT20 30S \$800.00
& SAT/330P-700P OCT20 30S \$1,500.00
& TU-F/500A-530A OCT16 30S \$500.00
& SA-SU/500A-700A OCT20 (2/WK) 30S \$30.00
& TU-SU/200A-459A OCT16 (2/WK) 30S \$40.00
CMT: PROGRAM CHANGE. PLZ CF THE VOICE REVISED OFFER. THX SHARON

CONTRACT TOTAL 26350.00
TOTAL SPOTS 26

ENTERED 10/15/12
10/15/12
10/15/12

DATE OCT12/12 15.36
516

REP HEADLINE# 6370367 TRF# 336500 REP: TEL# 610-293-4100 FAX# 610-225-1191
\$\$\$ MOD# 0: APPROVED REV #0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT12/12 15.37 *** WTOV-TV ***

ADV # _____ ADV. NAME ISS/NRA REP. # _____ OFF. # 2016 SALESMAN # _____
AGY # _____ AGY. NAME AMERICAN MEDIA & ADVOCACY GROUP BUYER NAME AMAG MEDIA ASSISTANT
815 SLATERS LANE SALES PRSN PH- TERESA DIFURIA
ALEXANDRIA, VA 22314

ORDER # _____ CONTRACT # 6370367 CLASS: NATL. LOCAL REGIONAL
PRDCT NRA EST#3341 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT15/12 OCT21/12 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT12/12 15.37

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
CON CM

NRA
STATION MAKEGOOD OFFERS:
MI UNRESL BUY#1 MISSED: FRI/1135P-1235A OCT19 (2/WK) 30S \$700.00 (OCT12/12)
BUY#2 FRI/1235A-135A OCT19 (2/WK) 30S \$100.00
BUY#3 MON/1135P-1235A OCT15 30S \$700.00
BUY#5 SAT/1130P-100A OCT20 30S \$350.00
BUY#9 THU/1135P-1235A OCT18 30S \$700.00
BUY#11 TUE/1135P-1235A OCT16 30S \$700.00
BUY#14 WED/1235A-135A OCT17 30S \$100.00
OFFER: SAT/1000A-1030A OCT20 30S \$500.00 PLS ADVISE.
& TU-TH/135A-200A OCT16 (3/WK) 30S \$80.00
& SUN/1230A-100A OCT21 30S \$70.00
& SUN/1155P-1230A OCT21 30S \$350.00
& SUN/100A-200A OCT21 30S \$50.00
& SAT/1200N-330P OCT20 30S \$800.00
& SAT/330P-700P OCT20 30S \$1,500.00
& TU-F/500A-530A OCT16 30S \$500.00
& SA-SU/500A-700A OCT20 (2/WK) 30S \$30.00
& TU-SU/200A-459A OCT16 (2/WK) 30S \$40.00
CMT: PROGRAM CHANGE. PLZ CF THE VOICE REVISED OFFER. THX SHARON

CONTRACT TOTAL 26350.00
TOTAL SPOTS 26

REP HEADLINE# 6370367 TRF# 336500
\$\$\$ MOD# 0: APPROVED REV #0 \$\$\$

REP: TEL# 610-293-4100

CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 610-225-1191

HARRIS REPORT FROM STATION OCT12/12 11.17
*** WTOV-TV ***

ADV # 13822 ADV. NAME ISS/NRA
AGY # 4189 AGY. NAME AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314

REP.# _____ OFF.# 2016 SALESMAN # _____
BUYER NAME AMAG MEDIA ASSISTANT
SALES PRSN PH- TERESA DIFURIA

ORDER # 336500 CONTRACT # 6370367 CLASS: NATL. LOCAL REGIONAL

PRDCT NRA EST# 3341 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT15/12 OCT21/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____

DATE OCT12/12 11.17

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NRA
STATION MAKEGOOD OFFERS:

M1	UNRESL	BUY#1	MISSED: FRI/1135P-1235A	OCT19 (2/WK)	30S	\$700.00	(OCT12/12)
		BUY#2	FRI/1235A-135A	OCT19 (2/WK)	30S	\$100.00	
		BUY#3	MON/1135P-1235A	OCT15	30S	\$700.00	
		BUY#5	SAT/1130P-100A	OCT20	30S	\$350.00	
		BUY#9	THU/1135P-1235A	OCT18	30S	\$700.00	
		BUY#11	TUE/1135P-1235A	OCT16	30S	\$700.00	
		BUY#14	WED/1235A-135A	OCT17	30S	\$100.00	
			OFFER: MON/800P-900P	OCT15	30S	\$3,000.00	PLS ADVISE.
			& SAT/700A-900A	OCT20	30S	\$500.00	
			& SAT/1000A-1030A	OCT20	30S	\$500.00	
			& MON/135A-200A	OCT15	30S	\$80.00	
			& SUN/1230A-100A	OCT21	30S	\$70.00	

CMT: PROGRAM CHANGE. PLZ CF THE VOICE SAT TODAY SPORTS SAT CARSON DALY AND
CMT: WHACKED OUT SPORTS ASAP. LOG DEADLINE TODAY. THX SHARON

CONTRACT TOTAL 26350.00
TOTAL SPOTS 26

Green, Sharon (CMG-Steubenville)

From: DiFuria, Teresa (CMG-TeleRep)
Sent: Friday, October 12, 2012 4:33 PM
To: Green, Sharon (CMG-Steubenville)
Subject: RE: WTOV Wheeling NRA Makegood

Book this on your end. Getting approval

From: Green, Sharon (CMG-Steubenville)
Sent: Friday, October 12, 2012 3:37 PM
To: DiFuria, Teresa (CMG-TeleRep)
Subject: RE: WTOV Wheeling NRA Makegood

No we are still short by \$140.0 I sent a revised MG with over night spots.

From: DiFuria, Teresa (CMG-TeleRep)
Sent: Friday, October 12, 2012 3:24 PM
To: Green, Sharon (CMG-Steubenville)
Subject: RE: WTOV Wheeling NRA Makegood

Offer all this plus the 5a and we equal correct??

The only LF available is...
Carson Daly, Tu-Th (3x80)
Sports Sunday (1x350)
Whacked out Sports (1x70)
Bones (1x50)

I can offer another spot in the Big East Game (1500) and one in the Notre Dame game (800)

Sports Sat (1x500)

From: Green, Sharon (CMG-Steubenville)
Sent: Friday, October 12, 2012 3:21 PM
To: DiFuria, Teresa (CMG-TeleRep)
Subject: RE: WTOV Wheeling NRA Makegood

Ok... You do not want the sports sat spot @ 500? If I offer everything minutes that PLUS the 5am Sunrise we are short by \$140.00

From: DiFuria, Teresa (CMG-TeleRep)
Sent: Friday, October 12, 2012 3:14 PM
To: Green, Sharon (CMG-Steubenville)
Subject: RE: WTOV Wheeling NRA Makegood

That works. Send thru and I will get approved. T

From: Green, Sharon (CMG-Steubenville)
Sent: Friday, October 12, 2012 3:13 PM

REP HEADLINE# 6370367
*** ORIGINAL REV#0 ***
REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT11/12 12.14
*** WTOV-TV ***

ADV # 13822 ADV. NAME ISS/NRA REP. # OFF. # 2016 SALESMAN #
AGY # 4189 AGY. NAME AMERICAN MEDIA & ADVOCACY GROUP BUYER NAME AMAG MEDIAASSISTANT
815 SLATERS LANE SALES PRSN PH- TERESA DIFURIA
ALEXANDRIA, VA 22314

ORDER # 334500 CONTRACT # 6370367 CLASS: NATL. LOCAL REGIONAL
PRDCT NRA EST# 3341 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT15/12 OCT21/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT11/12 12.14

REP: TO SHARON
FR NIKKI
NEW NRA ORDER
TOTAL \$26350
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
NRA

CF-10/11-12 P-SK G 45
EC 10/11-12 P-SK G 30

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	NA		1135P-1235A	30		\$700.00	10/19	10/19	2		FRI	28-NA 2
PROGRAM : TONITE SHW RM35-64 : 4.8 CON COM1: TONITE SHW												
2	NA		1235A-135A	30		\$100.00	10/19	10/19	2		FRI	28-NA 2
PROGRAM : J FALLON RM35-64 : 0.9 CON COM1: J FALLON												

AGENCY ADVERTISER CODE = 137
AGENCY PRODUCT CODE = 490
AGENCY EST# = 3341

*** WTOV-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1135P-1235A	30		\$700.00	10/15	10/15	2		MON	1X-NA 2✓
PROGRAM : TONITE SHW RM35-64 : 4.8 CON COM1: TONITE SHW												
4			1235A-135A	30		\$100.00	10/15	10/15	2		MON	2✓
PROGRAM : J FALLON RM35-64 : 0.9 CON COM1: J FALLON												
5			1130P-100A	30		\$350.00	10/20	10/20	3		SAT	1X-NA 3✓
PROGRAM : SAT NITE LIVE RM35-64 : 5.5 CON COM1: SAT NITE LIVE												
6			1200N-300P	30		\$800.00	10/20	10/20	1		SAT	1✓
PROGRAM : BIG EAST FTB RM35-64 : 4.9 CON COM1: BIG EAST FTB												
7			330P-700P	30		\$1,500.00	10/20	10/20	1		SAT	1✓
PROGRAM : NOTRE DAME FTB RM35-64 : 3.8 CON COM1: NOTRE DAME FTB												
8			815P-1130P	30		15000.00	10/21	10/21	1		SUN	1✓
PROGRAM : SNF: BENGALS V. STEELERS RM35-64 : 34.5 CON COM1: SNF: BENGALS V. STEELERS												
9			1135P-1235A	30		\$700.00	10/18	10/18	2		THU	1X-NA 2✓
PROGRAM : TONITE SHW RM35-64 : 4.8 CON COM1: TONITE SHW												
10			1235A-135A	30		\$100.00	10/18	10/18	2		THU	A 2✓
PROGRAM : J FALLON RM35-64 : 0.9 CON COM1: J FALLON												

REP HEADLINE# 6370367
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100

FAX# 610-225-1191

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS REPORT FROM REP

OCT11/12 12.14

*** WTOV-TV ***

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL:
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:
11			1135P-1235A	30		\$700.00	10/16	10/16	2		TUE	2
PROGRAM : TONITE SHW												
RM35-64 : 4.8												
CON COM1: TONITE SHW												
12			1235A-135A	30		\$100.00	10/16	10/16	2		TUE	2
PROGRAM : J FALLON												
RM35-64 : 0.9												
CON COM1: J FALLON												
13			1135P-1235A	30		\$700.00	10/17	10/17	2		WED	2
PROGRAM : TONITE SHW												
RM35-64 : 4.8												
CON COM1: TONITE SHW												
14			1235A-135A	30		\$100.00	10/17	10/17	2		WED	2
PROGRAM : J FALLON												
RM35-64 : 0.9												
CON COM1: J FALLON												

OCT/12 26350.00

CONTRACT TOTAL 26350.00
TOTAL SPOTS 26

MARKET TOTALS \$38,188 WTOV 69% WTRF 17% WBWO 0% ETRF 14%

SVC- NSI
DEMOS- RM35-64*

9X-NA
- \$4,750

OFFER:
SA 10/20 2X 12-3P \$800
2X 330-7P \$1500

American Media & Advocacy Group

815 Slaters Lane, Alexandria, VA 22314
Phone: 703-683-4877 Fax: 703-683-6692

TRAFFIC INSTRUCTIONS

TO: TRAFFIC MANAGER
FROM: Tricia King
DATE: October 5, 2012
RE: National Rifle Association

You will receive a new :30s spot via Extreme Reach titled "Fought For It" NRATV101412H.
You should already have "Fracture" NRATV100612H.

EFFECTIVE TUESDAY, OCTOBER 16 please run the following spots in this rotation:

FOUGHT FOR IT	NRATV101412H	75%
FRACTURE	NRATV100612H	25%

These Instructions are effective UNTIL FURTHER NOTICE

PLEASE SIGN & FAX BACK TO CONFIRM RECEIPT OF TRAFFIC AND SPOT

WTOV STATION

W46-STAY MARKET

VS INITIALS

Please call 703-683-4877 or email me at triciak@natmedia.com with questions or to confirm traffic.